The STORAGRAM

KAUFMANN'S
FIFTH AVENUE PITTSBURGH

A New Year Parable

AND so it came to pass that the New Year became Old.

And the candle of his existence flickered wanly. And he tottered slowly towards the gates of Time on a height above the world, where he came full upon his Heir, waiting impatiently until the Old Year had passed and he could enter into his inheritance.

And they met, with a moment to spare until the monstrous gates would swing and allow entrance and egress. And Time stood still for the nonce.

And the Old Year peered dimly through, and spake,

"As you are, so once was I,

"As I am, so will you be."

And the youth laughed gaily, and playfully grasped for the sceptre which the Old Year still held.

"I care not, for such is my Fate."

Then the Old Year: "Time will crease that smooth forehead, even as it has mine."

The New Year: "Care-worn marks nobly procured and nobly endured are enobling."

Old Year: "Time will put grey locks where gold now wave, even as it has mine."

New Year: "Grey locks are the badge that man has fulfilled his destiny."

Old Year: "Time will bow your head even as mine."

New Year: "Providing it is not for shame, the head well bowed is bowed weighty with the blessings of our Father."

Old Year: "Sorrow awaits you."

New Year: "I travel so swiftly that it shall be left behind."

Old Year: "Misfortune shall befall you."

New Year: "But Good Fortune is its blood brother."

Old Year: "Misery shall torture you."

New Year: "When worst befalls, better cannot be far."

Old Year: "Covetousness, False Pride and Greed shall tempt you."

New Year: "I shall combat them, and they will but mould me in the way of God."

Old Year: "Failure shall accost you.

New Year: "When my best has failed, that failure is my crown."

Old Year: "You shall pause, even as I when the sands of your days are run, and Remorse shall gnaw you, and you shall grieve that you have accomplished so little."

New Year: "If I may do so that the Staff of Life, the Sceptre of Fate, which I bequeath my heir (even as you shall bequeath that Staff unto me who waits) is sturdier in Faith, stronger in Love, and Larger in Tolerance, I am content."

And down from the valley where men are, lights gleamed and bells tolled. Laughter and groans mingling came borne to these two, the New and the Old Years.

And the titanic gates swung slowly outward and inward (which incongruity passes our feeble understanding) to let the travelers on their various ways.

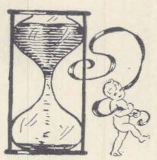
And in a twinkling New and Old Year stood reversed on the threshold. And Time waited until each took their bearings.

And Lo! a wondrous transformation came about, as the Old Year stood gazing into the shadows of the Unknown. For his body grew ephemeral, and his travel-stained raiment disappeared, and a radiance shone about, and he became an Angel.

"Go" he said to the fledgling whose back faced Oblivion and whose face smiled rapt attention upon the World before him:

"Go seek thy destiny. Good or bad, it is there for you. But go with the high intent you have spoken. Abide with Faith, for Faith moves mountains.

"Live with Hope, for Hope is as cooling waters to parched throat. And be Tolerant, for of such is the Kingdom of Heaven."



And they took their separate ways.

WRITTEN BY H. L. BROIDA

The STORAGRAM

The management does not see this publication until it is issued, therefore assumes no responsibility for articles printed in it

Published monthly by and for the employees of Kaufmann's, "The Big Store"; printed and bound in our own Printing Shop

Vol. VII Pittsburgh, Pa., *January* No. 1

Let Us Resolve For 1926

—To Be Loyal.

Our employers, our family, our friends rightly expect us to be loyal in both word and deed.

—To Be Fair In All Things.

It is not fair to ourselves or others to form idle prejudices or sudden dislikes.

—To Be Friendly To Everyone.

True courtesy comes from the heart. A smile and a cheerful greeting are appreciated both by our fellow-workers and customers.

—To Gain And Keep a Sense Of Proportion.

If the real goal for which we are working is kept constantly in mind, petty annoyances cannot assume gigantic shapes.

—To Live Temperately.

Temperance will enable us to maintain a clear mind in a sound body.

—To put our best efforts into our work, to have confidence in our own ability, and to be optimistic of the outcome.

CHANGES IN PERSONNEL

Superintendent

Mr. H. I. Minnick, formerly floor superintendent of the Seventh Floor, has been promoted to the position of Superintendent of Service of The Big Store. Mr. Minnick fills the position left vacant by Mr. Lawler, who has gone to the L. S. Plant Company, Newark, N. J.

Our new service superintendent is well known and well liked throughout the whole store, having had six years to get acquainted with everyone. His first position in the store was as floorman in the China department. Then he was floorman in the millinery department, and soon promoted to floor superintendent. Since then he has acted as superintendent of every selling floor.

These years of valuable experience have prepared Mr. Minnick for the many duties and responsibilities which will keep him busy.

The Storagram, speaking for the entire store wishes Mr. Minnick the greatest success and happiness in his larger responsibilities.

Supply Buyer

Mr. Simon Adelsheim, Superintendent of First Floor and a member of the Stand-By Club, has been appointed Buyer of Supplies to fill the vacancy caused by the death of Mr. Jacobi.

Altogether Mr. Adelsheim has been with Kaufmann's for about twenty-nine years. He was in the store as a stock-boy, as salesman, and as time-keeper, as he says "in the days before many of the present salespeople were born." He was away from this store for a number of years, but returned and has been here continuously for more than twenty-five years. During that time his experience has been as salesman, assistant buyer in Boys' Clothing, floorman and floor superintendent. He has been a floor superintendent for ten years, in fact ever since that position has existed.

Mr. Adelsheim is very capable both in his experience and in his personal characteristics of filling the position assigned him. In an interview with him, he mentioned an interesting fact —that the man who followed him as time-keeper twenty-five years ago filled the position of Supply Buyer at the same time. We, who did not know the store in those days, can realize how much it has grown when we think how impossible it would be for one person to have direct supervision of both those positions today.

North Side Service Station Superintendent

Mr. Edward Cummins, transferred from the store to be assistant at the North Side Service Station in October, became superintendent there to fill the position left vacant by Mr. Wilcox' resignation. Mr. Cummins years of experience as floor superintendent with its thorough training in handling details and supervising many kinds of work, give him an excellent background for this larger responsibility. The two months' experience as assistant to Mr. Wilcox gave Mr. Cummins an opportunity to become well acquainted with the work there before assuming full responsibility.

Publicity Director

Mr. F. A. Weston comes to us from The Davis Dry Goods Company, Chicago, to direct the publicity of Kaufmann's. He replaces Mr. Blumenstock who has accepted a position with the Hartman Furniture Company. Mr. Weston has had very wide experience in problems of department stores, having been advertising manager at Marshall Fields, previous to his work with the Davis Dry Goods Company.

With such an excellent record, there is no doubt that Mr. Weston will handle the publicity of Kaufmann's most skilfully and successfully.

Merchandising Department Heads

Mr. Edward Goldstein formerly with the May Company, Cleveland, will merchandise all the departments that are connected with home furnishings. This group of departments will now be known as the Home Furnishing Division.

Mr. Goldstein has had many years of experience in merchandising, and doubtless has many valuable ideas for these departments. The housefurnishings and furniture departments are large and successful. The records of Mr. Goldstein make us believe that he is capable of helping the Home Furnishing Division to even greater success.

Mr. B. L. Traub, who was for several years Sales Manager of The Big Store, and for the past year Merchandise Manager of several of the Basement departments has been appointed Merchandise Manager for the entire Basement Store.

Mr. Traub was eager to try the merchandising side of department store organization and has proved that he can handle it just as well as he did the publicity. We offer our congratulations and wishes for his continued success.

Mr. Louis S. Cohen is filling the vacancy left by Mr. Tongue, buyer for the Wash Goods Department. He comes to us from another Pittsburgh store where he had grown up from stockboy to buyer. There he learned the problems connected with the Wash Goods Department from every angle.

We hear that already he is well-acquainted with and well-liked by his department. This certainly augurs well for his success in Kaufmann's.

The Gift Shop

Miss Marie Fismer, formerly with H. Jolap & Company, Cincinnati, has been chosen head of The Gift Shop. The Gift Shop and Interior Decorating are divided and each form a department, the Gift Shop on the Eleventh Floor, the Interior Decoration on Eighth.

Miss Fismer has had eight years' experience managing a gift shop, and was most successful in the work. She believes that there is nothing more fascinating than a gift shop—planning to meet the department's needs, watching it grow, and building up a friendly clientele.

Her valuable experience and enthusiasm for her department make us predict that Miss Fismer will have a most successful and pleasant future with Kaufmann's.

Kaufmann's Christmas Baskets Bring Cheer to Many

Needy families given Christmas baskets, the children supplied with needed clothing and toys and a merry Christmas morning, where otherwise there would have been no gifts to cause rejoicing—Kaufmann's through Mrs. Allison and the other members of the Comparison Office gave cheer to these children who had sent appealing letters to Santa Claus.

Every year the Santa Claus letters which reveal families in actual distress are turned over to the Comparison Office for investigation. Here is one case helped this year:

Dear Santa Claus:

I am going to write you a few lines to ask you not to forget us this Christmas for our daddy is dead and our mother can't buy us anything we are five children and I am the oldest. I am 10, one sister is 8 one sister is 6 and one is 4 and our little brother is 15 months. We will be so thankful if you will remember us when you bring poor children nice things.

I am your little friend.

This case was investigated. The family was found to be very poor; the children were in need of clothing. Shoes, the Christmas basket, and toys were sent to them.

The reception of the gifts was indeed a pleasant sight. The children could hardly believe that their letter to Santa Claus brought such results; the mother could not understand why Kaufmann's should be interested in seeing that her family had a happy Christmas. And their gratitude was from the heart.

Certainly there is no better way of expressing the Yuletide spirit than by making it possible for others to share in the good cheer of the season. The Comparison Office is glad to be the messenger of Kaufmann's in bringing help to these worthy poor at Christmas time.

Savings' Club Increases in Popularity

Evidently many of the fellow workers not in the Savings Club noticed how much rejoicing there was over the checks received just before Christmas, for one hundred more have joined the Club.

The Christmas Savings' Club, ending in December, had 429 enrolled. The Vacation Savings Club already has 526 members.

Three departments have 100 per cent membership and one lone member of a department is keeping several other departments from having a 100 per cent record.

We'll wager there are already visions and plans of delightful vacation days next summer—a vacation which can be a little nicer than usual because of the Savings' Club check.

Changes in Floor Superintendents

First Floor—Mr. J. T. Cavanaugh.
Fourth Floor—Mr. George D. Sexton.
Fifth Floor—Mr. S. C. Edwards.
Sixth Floor—Mr. J. O. Bick.
Seventh Floor—Mr. F. E. Bartz.
Ninth Floor—Mr. R. J. Edwards.

Miss Griffin—Prize Winner

From Women's Wear of December 24, 1925:

"The prize winners for the country-wide glove merchandising contest conducted by the Associated Glove Crafts during the current year are announced today. The contest was for the best suggestions as to the selling and display of gloves in the retail store. The awards were made as follows:

First Prize: $200, Miss Helen F. Griffin, Kaufmann's, Pittsburgh.

Second Prize: $100, J. M. Meyer, Jr., Western Auto Supply Co., San Francisco.

Third Prize: $50, Miss Leona B. Corbin, Kellogg, Drake & Co., Galesburg, Ill.

(And ten fourth and fifth prizes.)

Among the judges were Lew Hahn, managing director of the National Retail Dry Goods Association, and Arthur E. Lewes, of Weber & Heilbroner."

The most important suggestions made by Miss Griffin covered the following points:

Merchandise information given by indivual instruction to the salespeople.

Prevailing styles and colors in millinery and ready-to-wear studied and used:

1. As information to help in selling.
2. In deciding upon window and counter displays.

Arrangement of stock in the department.

We heartily congratulate Miss Griffin for making the best suggestions and winning the $200, and commend her and all the members of the department for making possible the high standing of Kaufmann's glove department among the glove departments of large stores throughout the United States.

A Good Word For All

401 Homewood avenue

Dear Mr. Kaufmann:

I want to thank you for the efficient service and promptness of delivery which I received in your wonderful store during the Christmas shopping season. I use the word "wonderful" advisedly for I never cease to marvel at the completeness of each department and the harmony with which they all appear to work together.

I don't doubt however that it takes more than the mere waving of a fairy wand to accomplish all this, and it is appreciated.

Very sincerely,

Mrs. John A. Murtland.

December 28, 1925.

Nov. 11, 1925.

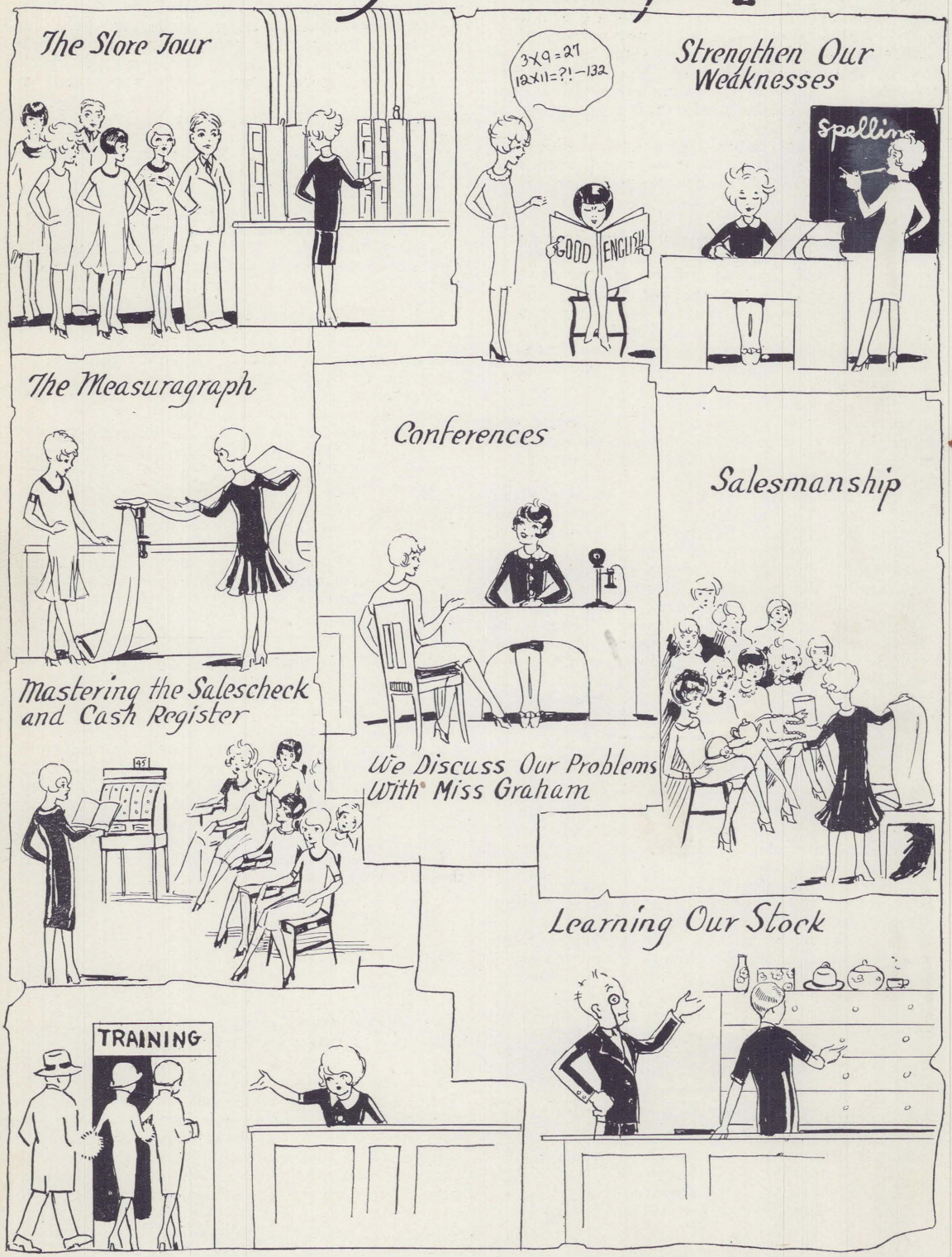
"I wish to acknowledge the various courteous treatment of your Mr. Morris of the Men's Clothing Department. A few years ago when my son was getting outfitted to return to college he was about to leave your store to try some place else when Mr. Morris took him in charge and sold him two suits in about fifteen minutes. We were so well pleased with him on that occasion that my son won't have any one else wait on him. This give me great pleasure to write."

Yours truly,

Thomas W. McIndoe.

Glimpses of the Training Department

As Seen by a New Salesperson



What Should We See In Our Jobs?

An article by Mr. L. A. Hartley, Director of Industrial Education, National Founders, was sent to the Editor's Office by Mr. Traub. We found it so interesting, that we want to share it with everyone of our readers. It tells very briefly of great men, who are called great because they have given some valuable service to the world. How does your job and how do your possibilities compare with theirs?

"A boy ate his noon meal in the shade of the trees, the fruit of which he was to bring to the farm house. His job was to pick the fruit and store it for use. He did his work with a smile in his soul for he saw in the job more than trees and fruit and storerooms. He saw the world as a whole, the sun, the star and the man in the midst of all. An apple fell and this boy saw in its fall the law of force which pulls the floods to form the seas and holds man to earth while the great ball whirls round and round. Many men in the years before had done the work that Isaac Newton did. They had seen trees and fruit and had told how hard it was to lift their weight up to the topmost branch to pluck the fruit which would not fall.

Young Isaac Newton saw but he did not stop here. In his room at night he drew a plan to test his thought. He read and grew in mind and hope and found men to help him reach his goal. For ten long years he strove to see what was in the job at which he had worked when a boy. At last his test was done save for one fact which he had yet to prove. Ten more years of work and at last he saw in full, he understood the one time job and told the world what he had seen. The law of Gravity is Newton's law.

The boy and man had seen the depth and width and length of one small job. A world of thought was shown to men, and life means more to us today in view of what Newton saw in his job. Many no doubt had thought that there was no great thing to be seen in such a job as Isaac Newton had but these men were small in mind and hope."

Return Customers Instead of Return Goods

Some people do their buying in our store.

Some take our goods but do their real buying at home.

We can make a better job of salesmanship if we help our customers to do their choosing in the store.

We can save the customer the trouble of having to return merchandise.

We can save the store the trouble of having to receive the merchandise.

We can save ourselves the trouble of having to make two sales for one that counts.

Let's work for **"Return Customers Instead of Return Goods."**

"Thank You" from Mr. Adelsheim

Mr. Adelsheim does not know who all sent him the beautiful boquet of flowers just before he moved to Tenth Floor and cannot thank each one. He wishes through The Storagram to express his appreciation of this gift from his friends on First Floor.

The Service Desks

"Though the ranks of Kaufmann's workers
All have SERVICE as their aim,
We alone can make the boast of
Having SERVICE in our name."

Gwendolyn thoughtlessly bought a hat. Her boy friend didn't seem to notice it. Back to the store it goes!

Who takes care of it?

—The Service Desk.

Millie Smith lost her new Christmas compact somewhere between the movies and the Third Elevator on the right.

Who listens to her hard-luck story?

—The Service Desk.

Little Johnnie's lost. He's crying for his mamma.

Who consoles him?

—The Service Desk.

Mrs. Boss E. Black wants the wagon to call for a spool of thread and a lipstick. The former is too dark and the latter is too light.

Who fixes things for her?

—The Service Desk.

Mrs. Van Krank is simply furious. She's only been wearing her shoes two years and they're beginning to look terribly scuffed.

Who hears her complaint?

—The Service Desk.

Mr. Obligem, the floorman, is in a great hurry, He has to get Miss Babe E. Doll's dress out to her in time for her surprise party (that she just found out about).

Who gives him a 25c special?

—The Service Desk.

Mr. Nobody-knows-how-I-hate-this-job doesn't know where to go to buy those-er-mules his wife wants.

Who directs him?

—The Service Desk.

Some day when business gets sort of slow, the desks will be able to take on such other little jobs as running the elevators or ringing the bells or trimming the windows or calling up customers for nice, friendly, little chats over the telephone. By the way, is there something they can do for you?

To The Service Girl

She's just a little service girl,
You'll find on every floor
Awriting credits, doing things
Each hour, more and more.

She must be always on the job
And never miss a day.
For each mistake, that we might make
With work, she has to pay.

You'll find her mostly smiling
And that's saying quite a bit
Cause answering questions while you work
Somehow doesn't always fit.

Mrs. Jones' refund, must be just right
"These curtain rods are wrong,"
"Silks on the Sixth Floor, Madam'
Is the theme of her daily song.

Most everything is part of her job
You can lighten up her task,
In selling, spelling, handling goods
Be right, if not sure, Ask.

Casual.

Those Christmas Dinners

We pushed into an elevator with a jolly crowd talking about their prospects for a good dinner. "Off at twelfth" was the cry, and the line headed for the Thirteenth Floor and the dining room. It was no small crowd to handle, but there was no necessity to tell anyone not to loiter along the way—all were going for food just as fast as they could get there. Mrs. Leopold had an efficient group of assistants, and everyone was seated and being served in the twinkling of an eye. The menu for that dinner was "sure-enough" turkey with all the fixin's, topped off with apple pie and ice cream.

The menus added a touch of humor to the occasions. Joe Meyers' wittiness and Mr. Dietrich's clever fingers produced them. Wonder which one had it in for the fat people?

Foreign Department Calendars Very Popular

Mr. Haas and his corps of assistants have been very busy helping our foreign customers buy their Christmas presents and supplying them with the beautiful lithographed calendars to mark the days of 1926.

Many, many requests for these calendars have been received by mail, and the calendars in one or another of the foreign languages are sent to all parts of the world. Many of our regular customers from Pittsburgh or near-by towns come into the store for their calendar. The original order for calendars was fifteen thousand and was not sufficient to fill all the requests.

The letters were picked at random from the huge box of letters and cards and show the variety of places and people to whom these calendars are sent:

Delrecen, 20 November, 1925

Dear Sirs:

I learned only from myself the english language, and I love very much this beautiful language. I read in one day, The Americaner-Hungarian Peoples Voice, and I saw in it that you will sending for all who ask it, a calendar. Please, when it is possible, send me a one of it.

I am yours truly,
Gonda Leno
Student of the higher trades school
Delrecen, Hungary, Europe.

A request came even from an inmate of the Western Penitentiary. His letter is written in the Slovak language and translated reads:

"People may think that time means nothing to us, but still I have nothing else to do and like to sit and look at this pretty calendar.

I received one last year and so will want one again with pleasure."

We feel happy that the calendars distributed by Kaufmann's mark the days and add a bit of brightness to the lives of so many people in all conditions and in all parts of the world.

We know a contented and happy man. He is too busy to worry in the daytime and at night he is too sleepy.

Henry Hudson was the grandson of an Alderman Hudson, one of the founders of the Muscovy Company, the first joint company organized for the purpose of maritime trade and colonization. Although there are no accurate records of Hudson before his arctic trips of 1607 and 1608, it is altogether probable that he learned the fundamentals of navigation in the Muscovy Company ships. It is certain that he inherited a great love for the sea and desire for daring adventures from his grandfather, the alderman.

The two arctic trips brought Hudson much fame and the Dutch East India Company and the king of France both tried to negotiate for his services. He accepted the offer of the Dutch, and with a crew of English and Dutch sought a new passage to Cathay.

In his two former attempts, he had tried to find a passage across the pole and by way of Nova Zembla. This time he aimed to find an unexplored route through the Sea of Verranzo, supposed to lie north of Virginia. The Half Moon, Hudson's vessel, sailed up the river bearing his name, above what is now Troy. From there on the water was too shallow for their boat, and it was necessary to give up any hopes of finding a passage to a sea through this river. During the trip up and down the river, Hudson and his men carried on considerable trade with the Indians, exchanging beads for valuable furs.

The Half Moon stopped in England on its way back to Amsterdam, and the English government having decided that Hudson was too valuable a man to lose from its service again, refused to allow him to go on to the Netherlands.

Very soon an English vessel was equipped for Northern explorations, and Hudson again set out for Cathay by way of North America. The entire trip was surrounded with tragedy. The ship worked its way into the broad waters of Hudson Bay, and Hudson was confident that at last he had found the long sought northern passage to the East. Before they had gone far, the ship became ice-bound and remained imprisoned all winter. In the late spring, when Hudson planned to renew his voyage west, the crew mutinied, set him and his son adrift in a small boat and headed for England.

In spite of his tragic death and the fact that he failed in all he attempted, Henry Hudson achieved greater results than he had contemplated. His explorations were of incalculable value to the world and the industries which he began added greatly to the wealth of many generations. He revived the whale-fisheries in Spitzbergen which became of prime importance in Dutch commercial life; and he was the first to realize the possibilities of immense wealth in the fur trade with the Indians. These two industries and his four attempts to find a northern route to the East make him stand out as one of the greatest explorers and marine merchants of the early Seventeenth Century.

The Storagram

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JANUARY 1926

A Bountiful Gift

Gifts may or may not be great assets to us. Certain gifts we receive joyfully and are truly grateful to the givers; others we merely ask "Now What's This For?" and carelessly put aside. One gift of great value comes to each one of us time and time again, and usually is accepted without much thought—that is the New Year, 1925 offered us 365 days to use as we would, 8760 hours of possibilities. Some of us may have used these hours to the greatest advantage and remember the past year with delight; others may have used them strenuously, have seen them disappear and futilely grasped a straw to mark their going; others may have watched the hours pass, altogether heedless of the golden opportunities hidden in them.

And now we have received our new portion of time. 1926 is ours to do with as we will.

Here are the possibilities of good fortune, success, happiness! The best things in life are ours if we but know the right use for each succeeding new year.

Our Guest—The Customer

A little booklet "Statler Service Codes" which has come to our attention recently reveals the policy of the Hotel Statler in the treatment of its guests. Many of the suggestions made in it might well be adopted in our attitude to our guests, the customers who enter Kaufmann's.

"Hotel Statler is operated primarily for the benefit and convenience of its guests. Without guests there could be no Hotel Statler.

So then it behooves every man and woman employed here to remember this always, and to treat all Guests with courtesy and careful consideration

Any member of our Force who lacks the intelligence to interest the feeling of Good Will that The Statler holds towards its Guests can not stay very long.

New Customers are just as valuable to us as Old Customers—remember that; for each New Customer is an Old Customer in the making. See that you do your part to make him want to come back here, with his family and his friends. Impress upon him the fine good-fellowship of the place: the "No-trouble-to-help-you" Spirit. Never be perky, pungent, or fresh. The Guest pays your salary as well as mine. He is your immediate benefactor."

You have read this from the Hotel's viewpoint. Now substitute the word "Kaufmann's" for "Hotel Statler" and reread. You realize that the basis of service is the same for hotel and department store: "courtesy and careful consideration" are equally valuable to both organizations. Recognizing the fact that each salesperson represents Kaufmann's Service to the public, each one will strive to serve his or her customers in such a way that they will go from this store feeling that they have received every courtesy due a guest.

And that feeling, more than any other, will bring them back again.

Economy

Wastefulness and carelessness never receive any dividends because they require no investment in brains. A good many people both in and out of business fail to appreciate the necessity of doing whatever they are called upon to do in the best possible way and with the least expenditure of energy, time and material.

Your energy is your own, and you soon realize when you've overdrawn. Needless fretting and unnecessary effort in your work, usually produce less satisfactory results than a calm and steady attack.

Time during working hours, and material are your employers'. How much thought do you give to their proper use? The man who works as if his time were valuable will find that his labor continues to become more and more valuable both to himself and his employer; the man who practices economy in little things for the firm usually in a short time begins to receive the benefit of his savings.

ECONOMY PAYS BIG DIVIDENDS

Th' crime wave seems t' be th' most permanent wave of th' day.

Infants' Department

This department is one of the brightest spots on Third Floor and is a delightful place for anyone who is interested in babies. There you will find everything for the new baby, and a section for little girls from 2-6 years.

Miss Weber aims to have a department which will meet the requirements of the infant and young child for clothing, supplies, nursery furniture and toys, and give such service that the mother can shop under the most pleasant conditions.

THE JUNIOR SHOP

The Boys' F

The pictures on limited views of the Third Floor. The n nishings have only re now each departmen care of the mercha youth of Pittsburgh. ered as a group, form its furnishings, disp merchandise, and off ience to the mother clothing for her chil time.

Besides these depa coats and dresses, sh wear and toys. Noth required for the infa teen years of age.

All the fellow work may be proud of thei

The J

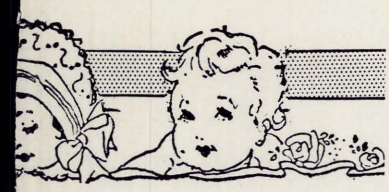
A separate Junior recently in the rear o Department. It is w the ready-to-wear fo carpet, beautiful f chairs make shopping and pleasant task. S are 13-15 and 17 year they appeal to the p high school girl. If have difficulty in buy try the Junior Depart

Boys'

Immediately upon there is that same ol welcome from Walker of the fact that it en C. Walker who is th Big Store.

The Boys' departme on the Third Floor an plete Boys' departmen country.

Mr. Bauerly and hi are right on their toes clothing and their de their efforts.



and Girls' or

his page give only ractive departments on arrangements and fur- ly been completed, and ideally fitted to take e requirements of the e departments, consid- e large shop, striking in g the most desirable g the greatest conven- must buy all kinds of in a limited shopping

nt, you will find girls' hats, sweaters, under- s lacking that would be the girl or boy to six-

of the Third Floor well autiful departments.

or Shop

op has been completed e Girls' Coat and Dress arranged for displaying junior miss. The soft res, and comfortable this section a very easy of clothing in this shop The styles are such that woman as well as the are so small that you dresses or coats to fit, nt.

lothing

tering this department smile and hand-shaking Our department is proud ys the service of Mr. R. oldest employee of The

is conveniently located is one of the most com- in this or any foreign

assistant, Mr. Wolfsted r the latest ideas in boys' rtment speaks well for

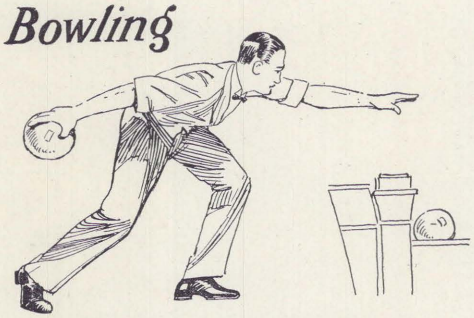
The Boys' Furnishing Department

This department is one of the group that outfits the boy from head to foot. It is a real boys' haberdashery, a place where mothers may fill the needs of her son in this line. Here are found, underwear, pajamas, shirts, blouses and a complete assortment of the little details that make up a boys' wardrobe.

Our department, new in every aspect, is beautiful in its appointments, and a place where it is a pleasure to buy.

BOYS' CLOTHING

Bowling



Standing of Teams—January 7

	Won	Lost
Remnants	24	4
Odds and Ends	23	13
Send Agains	20	16
Wagon Calls	18	18
Bargains	18	18
Contingents	15	16
Overgoods	11	25
C. O. D.'s	10	26

Individual Scores

	No. Games	Avg.
Koms	22	139
Erb	31	136
Weiland	36	136
Croke	31	136
Thomas	22	133
Fichter	36	129
Diedrich	20	126
Walker	31	124
Haight	36	124
Drake	36	122
Smith	35	121
Linder	28	119
Garrity	29	118
O'Donnell	17	117
Heslip	34	117
Mahoney	36	115
Wayhart	15	114
Stevens	35	114
Robinson	29	113
Lhota	24	111
Heyman	32	111
Meyers	30	111
Hadley	30	109
Roth	34	108
Brantigan	31	108
Hunvald	23	107
Sternhauser	15	107
Robson	30	107
Gavin	11	107
Graner	14	105
Heilman	36	105
Danner	31	103
Thieret	26	102
Kelly	5	99
Follett	23	98
Hanlon	15	98
Ertle	31	95
Packard	5	95

It Pays to Advertise

I wish to acknowledge, with thanks, payment of $10 for which I asked in the Christmas Storagram—H. L. B.

The Idea!

There is something wonderful about an idea, loaded with all kinds of possibilities. No matter how simple a suggestion may appear it may have far-reaching results.

A woman once nailed a number of pairs of scissors on a board and tied a string to the loose blade so that she could open the scissors with a pull in one direction and close them with a pull in the other. It was a ridiculous way to try to cut grass but it gave McCormack the idea of the mowing machine which changed many ideas of farming.

When you get an idea, don't discard it as useless. Think it over, write it down, drop it into a Suggestion Box.

The following have been awarded prizes for suggestions:

Miss Sutter	Shopping Bureau
Mrs. Field	Books
Mr. Yeager	Rugs
Mr. Murray	Men's Shoes
Miss Strauss	Shopping Bureau
Mr. C. Davis	Stock Room, 6th Floor

One other suggestion was considered worthy of a prize, but no name was signed. Sign your suggestions—they may win a prize.

All the fellow-workers who have submitted suggestions are to be congratulated for being alert to new ideas.

Be observant. Think. Send in your ideas!

Snap Shots of the Camera Department

The merriest and most popular department in the store is the claim of the Camera Department. From the buyer to the stock boy, a spirit of happiness prevails.

No matter what hour of the day, Mr. Joe Miller, the buyer, always has a smile and a word of cheer for everyone. His witticisms are always a thing to be enjoyed.

Miss Metcalfe is the only representative of the fair sex in the department. Her smile with its dimples are responsible for a large part of the male trade the department enjoys. Lyda contends there's only one, though.

Just as important is Francis Asbury Beam (How do you like the name?) He's the gallant Beau Brummel of the place. Have you seen his mustache yet? Well, if you have not you're in for a treat. It's at the curling stage, and is the apple of Mr. Beam's lusty eye. No wonder the ladies take so many pictures—Mr. Beam's mustache, of course!

"Hurry Up" or "Speed" is the name given to Milt Grafman, the regular-extra man of the department. When "Speed" is not busy gaining knowledge at the University, he's running the cashier with his hurried sales.

Johnny Tack, the stock boy, rounds out the force. If you ever want something done, just give Johnny a ring. He's Johnny-on-the-Spot, always readf to oblige.

A Great Help

I want a couple of pillow cases.
Yes, sir. What size?
I don't know but I wear a seven hat.

Remarks from the Balcony

By Mr. Simms of Seattle

One of the most serious (and at the same time instructive) steps in the life of a young man is the purchase of a suit with two pairs of trousers.

Before the double trousered suit was purchased, the young man may not have had a worry or responsibility in the whole world. The moment the suit is delivered the following instructive responsibilities take place:

1. A plan must be established immediately whereby the trousers are properly marked in order that they be distinguished from each other, and a tour of duty designated for each pair so that the burden of wearing might be equalized. This teaches the young man neatness, system and management.
2. Great care must be exercised so that each pair of trousers is treated the same insofar as wear and tear is concerned. This teaches fairness and justice.
3. Sufficient care of the coat must be taken in order to insure it's lasting as long as both trousers. This teaches conservation and economy.

We do not think that it is appreciated by mankind in general that the discovery of two trousered suits has added greatly to economy, education and civilization.

"Holiday Tidings"

Fifth Floor Shoe Department

Mr. Elkins, manufacturer of Adoria shoes presented each one in the shoe department a neat box of Schrafft's chocolates. We all express our appreciation to Mr. Elkins through the Storagram.

The department also presented the non-selling help with very useful gifts. The stock boys each received a nice new shirt. The phrase, "You'll Go Home Without Your Shirt Yet," was certainly given a blow that time.

Mr. Sexton's gifts to the porters and service desk help were appreciated very much.

Fitzpatrick took his annual holiday visit to his mother in Boston. Dr. Boyle, the Chiropodist, visited his family in Philadelphia. Miss McClafferty was happy to be able to spend Christmas with her family in Youngstown, Ohio.

Flo Reeder is a born diplomat. She asked her fiance to mail her Christmas cards, "while you are going down that way." To his surprise, he finds the postage missing, and he is set back for the price of a pair of nice gloves. (She's not such a dumb Flora.)

The service desk girls, Lillian Craig, Miss Kilmeyer, and Nettie Myers are very grieved these days. Could it be love affairs? Emphatically No! Mr. Sexton has been transferred to Fourth Floor.

Free! Electrical Treatments!

Good for sleepiness in the morning, dragging feet, and other noted ills. Indorsed by the great scientist, Mr. Silver, who recently felt a severe shock while scampering over to the cash register. Its effects can also be attested to by Mr. Bott and Miss Eswein. The reason for all this is that the new velvety carpet is a good conductor of electricity.

A WELL KNOWN PERSONAGE
Our new Service Superintendent
"When he was very young"

Basement

The fellow workers of the Basement Coat Department want to congratulate Charles Cmarada who recently was appointed assistant to Mr. Gavender.

Charles has been a stock boy in the department for two years, and everyone likes him. Industry and ambition are his watch words. He always shows an eagerness to learn all he can in the department and also is taking the Executive Training course.

We are sure that he'll prove worthy of his new responsibilities.

Miss Nettie Price bid good-bye to the dress department and her friends in The Big Store the middle of December. Her wedding took place early in January, and in the meantime she was busy fixing up her cozy apartment on Beechview avenue, which is now her "Home Sweet Home."

We often wonder why little Miss Marian Brent is so deep in thoughts. One day we saw a beautiful wrist watch and learned that she is planning for a happy wedding day before many moons have passed.

Jo Dolan

is back in Pittsburgh temporarily. His Storagram friends will be glad to hear this, and his Storagram enemies will probably shudder. He tells us that he is recovering from a nervous breakdown brought upon by too zealous devotion to his new work in Baltimore. Those who know him well, will probably smile, but we are inclined to believe him, for from all reports he has done well in Baltimore and is extremely well-liked in advertising circles there.

Our New Furnitnre Display Rooms

A word about our furniture floors means a word about beauty, since we have an adition of thirty new rooms. To give the corect idea of the fittings and designs in them, it is necessary to go back four centuries.

Four and a quarter centuries ago a Florentine merchant on a Spanish ship sailed into what is now the Gulf of Maracaibo, on the north coast of South America. Along the low banks of the lake, he saw a cluster of India huts built on piles over the water. They so reminded him of his beloved Venice that he called the country "Venezuela"—"Little Venice." The Florentine merchant was Amerigo Vespucci. The capital of Venezuela is Caracas. Caracas—city where Paris-gowned women roll over paved boulevards in limousines; where men in silk hats and with walking sticks rub elbows with the cargadores in white cotton garments and carpet slipers; a city of contrasts, from luxury to poverty, from rare beauty to ugliness.

The old Bolivar Homestead, birthplace of Simon Bolivar, the liberator of Venezuela, looks out upon a little square, across from the market. Its plan, fittings and interior arrangements are typical of the luxurious colonial mansions in the second half of the seventeenth century. There are spacious hall, a fine court yard, the old corral and an alluring little garden seen through a Spanish arch. This old homestead now belongs to the nation. It is the Mount Vernon of Venezuela.

Our new furniture display rooms, thirty in number, seemingly set you back several centuries. We are surrounded with and in the midst of A Little Venice. Our display rooms remind us of a city of red tiled roofs and patio homes that follow each other block after block in splendid array. Under these roofs we display—kitchen, living rooms, dining rooms and bedrooms. We display furniture designed to be used in the best American homes.

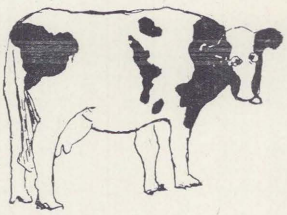
Fine furniture is far more than a convenience. It is a crowning distinction in the home. As far back as the Sixteenth Century, Sir Henry Wooton wrote, "Every man's mansion, being the theatre of his hospitality, the seat of his self development, the comfortablest part of his own life—a kind of private princedom, may well deserve according to the degree of the master, to be delightfully adorned."

With our new arrangements, our new designs, we are proud to show the furniture to our customers. The House Inside of a House is nearing completion. Then we shall have a department inferior to none. —Nick Kolling.

The furniture office force is delighted to see their old standby, Mary Henkle, back on the job after a brief illness.

Mr. Joseph F. Miller is ill in Mercy Hospital. All of the 'furniture bunch" wish him a speedy recovery.

Mr. R. T. McGee is with us again after an absence of two weeks, due to his wife's severe sickness. We are very glad to be able to report that she is improving.



THE CHARGE OF THE MILK BRIGADE

Talk about team work and using your time to best advantage. Pearl Kaninsky reads a book while drinking her milk.

Amelia also has a stand-in with some of the milk brigade. She gets a sip every once in a while.

Emma Snack believes in getting all she can and then looking for more. You certainly do like milk, Emma.

Betty Setell says she just has two more pounds to gain. Then she'll forsake the happy crowd.

Splash! Bebe Rodgers is so careful that she breaks a bottle of milk almost every day. Beware, Bebe, or the cow will get wise.

Leona thinks she's drinking beer. Watch her blowing the top of the milk.

Irene Mansman is on the milk list, and we wonder why. 'Fess up, Irene, and tell us how much you weigh.

Is that nice Rose Labowitz? To enter the hospital "just to watch them drink" and then share a few bottles? We presumed you were gaining.

Milk to the right of us,
Milk to the left of us,
Hale to the faithful cow
As fatter we grow!

—R. E. S.

"Zeke"

A Editor is a feller what keeps th' world from readin' lots of good literature. (What have editors done to you Zeke, to make you form such an opinion?)

A woman remarked yesterday that if she wasn't on a four party line she wouldn't know nothin' bout her neighbors.

You can't build a reputation on th' things you're goin' to do.

The down hill road in life is allus th' easiest, but you don't never notice it 'til you try t' start climbin' back.

The reason maybe why some fellers don' get on maybe is 'cause they don't get up.

The man who hesitates is bossed.

Hard times is good time t' work hard.

Th' emptiest thing in the world is th' man who is full o' hisself.

There ain't nothin' so hopeless as a man who only hopes.

Th' very best way t' have a friend is t' be one.

Bread is the staff o' life, but you'll git little butter with it if you make one long loaf.

A good list'ner makes more friends than a good talker.

A Kaufmann Overseas Buyer remarked the other day that she thoroughly understood now why the English were such tea hounds—since she attempted to drink some of their coffee while abroad.

Dwinney: What is your favorite instrument?

O'Donnell: The dinner bell, Dwinney!

Matz: Why do you wear that black dress so often lately?

Mrs. Matz: Well, you're complaining of being half dead when you come home.

J. C. Thompson: After my death the world will realize what I have done.

Jimmy Mayfield: Well, don't worry about it. You'll be out of harm's way then.

The feller that's allus braggin' about bein' liberal minded on all subjects can't talk 'bout nothin' but the horrors o' prohibition.

News of Kaufmann's "Y" Club

Christmas Eve and New Year's Eve caused us to lose out on two of our Thursday evening meetings, and the group for the first January meeting was not large. Even though the Club has not a large membership, we're going ahead with our plans for interstore games and are having some real sport.

The Volley ball team is already in shape to contest with the other stores, and our basketball team will soon line up with the others. If you're an old hand at the basket ball game, join the club and help us gain some victories.

The Club meets each Tuesday evening at the downtown "Y". A good supper, short business session, snappy game of basketball or volleyball, and a swim makes a full evening, and one which every club member enjoys. Several boys have signed up as being interested but have not appeared at the meetings. Better drop in next Tuesday evening and see just what you're missing. Then you'll determine not to miss it again.

TAKEN A FEW YEARS AGO

She's the artist who drew the cartoons on the opposite page

Do you know her?.

The China Painting Classes

"For the love of beauty."

There's no question about our interest in a thing when we're willing to spend three hours one night a week after the store closes to study and work on that thing. And that's just what the girls in the China Painting Classes do.

Miss Upperman from the Women's Coat department instructs and helps the girls in their art, and is quite proud of the progress they make. She supervises two classes a week, one Tuesday evening and one Thursday evening. Each class is limited to ten, and there is always a waiting list in case anyone should drop out.

After store hours, the girls assemble in one corner of the Thirteenth Floor Dining Room, spread out their papers, get their paints, oil, and brushes in shape, and begin to work on their china. Everyone in the classes is intensely interested in what she is doing and strives to produce the most perfect vase or plate or bowl possible.

Of course, a pattern may be put on a little awry, a stray finger may daub a little paint at the wrong spot, but, under Miss Upperman's direction or perhaps with the help of her deft fingers, the damage will be repaired, and the amateur artist proceeds with her pleasant work.

The results of the girls' hours of work were best seen in the array of beautiful objects finished just before Christmas.

If you'd ask any one of these twenty girls to name their hobby, the answer would come quickly, "China painting."

Wash Goods Department

Sixth Floor

The fellow workers of Mr. Tongue regret the loss of such a kind and considerate executive. We wish him the greatest success in his new position.

Now that Christmas is over and our stock taken we are almost ready to settle down to our spring business. We're planning to make greater strides than ever this year.

Mr. Charles Jahn and Family
Good Natured Puny

Mr. Charles Jahn, better known as Mr. Puny is the head stockman at North Side Service Station. Being responsible for all the merchandise in the warehouse is no small job, especially during the Holiday Season.

Drapery Department
Ninth Floor

Our neighbors of the toy department have left us, and to say the least we welcome the return to normalcy.

The wedding bug certainly has hit our department with a bang, claiming several victims. Miss Ruth McConnel was recently married to Walter Ohl. (We hope your "Ohl" man treats you well, Ruth.)

Another wedding of interest to many people in the store was that of Miss Jane Stough to Mr. Martin Mundorf of the planning department.

We unite in wishing the newly weds a most happy and successful married life.

Miss Voelker and Miss Buznell are the recipients of very beautiful sparklers, and they are worn on the the proper finger, too. We extend our best wishes to them.

RESOLVED. That our two "larger" ladies, Rutter and Burns go on a diet the first of the year. (They were inspired by the menu which appeared in the employee's dining room on a certain Saturday evening.)

Our buyer Mr. Davis has just returned from a trip abroad. We are glad to have him back again.

Mr. Edward Roth of the Linoleum Department wishes to express his thanks to his friends of the department for their kind sympathies extended to him at the time of his father's death.

News From Across The Pond

At the meeting last month of the coworkers of the North Side Service Station, Mr. Wilcox made the announcement that he was leaving the warehouse. He gave an excellent farewell talk in which he stressed the value of loyalty and economy. He believes that both are highly important in the successful progress of anyone in any organization.

Mr. Wilcox thanked all the fellow-workers of the Service Station for their co-operation with him during the past two and a half years, and said they should be proud of the record they have made in reducing errors. His talk was ended with an expression of good wishes for every one's success and the hope that every worker at the Service Station be loyal to Kaufmann's and to Mr. Cummins who becomes superintendent.

The applause which followed Mr. Wilcox's talk showed the feeling of good will which every one had for him. During the two years in which he has been associated with Kaufmann's he has made many friends, who regret his departure but wish him every success in his new ventures.

We extend a cordial welcome to Mr. Cummins and assure him of our hearty co-operation.

Charlie Fastin came darn near handing out cigars the day after Christmas. Santa Claus left a little baby girl at Charlie's home. Congratulations to Mr. and Mrs. Fastin.

We also wish to congratulate Denny, our merry elevator man. The most important and best Christmas present he received was a baby boy.

Did you see the beautiful ring Santa brought Miss Tracy? Some ring and some girl, that received it. Albert Metzger is the lucky young man.

Trischler approaching the license bureau in the City-County building—

Trischler—"I want a license."

Clerk—"What kind? A hunting license?"

Trischler—"No, I'm through hunting. I want a marriage license."

Ray Beardsley claims he got 7000 miles out of his Ford last summer and intends to do the same this year. All right, we'll let "Bill" Bowers tell the next.

Bill Krebs of the fourth floor is an ardent admirer of "Bob" Jones. We are looking forward to having Bill conduct services in the restaurant at noon.

Dick Croke of the Sixth Floor claims that he is the champion Charleston dancer of the North Side Service Station. How about putting on a regular exhibition and contest and let all these claims be decided officially? Certain young men from the fixture department are practicing daily for some big event.

We wish to extend our deepest and sincerest sympathy to Mr. Sigal of the Victrola department in the recent loss of his father, and to Mr. LaMarr, the Seventh Floor porter, in the loss of his son.

The fellow workers of the North Side Service Station presented Mr. Wilcox with a beautiful leather bag on the day of his departure. Mr. Cummins made the presentation.

WHAT A WHALE OF A DIFFERENCE
JUST A FEW WORDS MAKE

Which one of these two are you?

Salesperson—
Anything you want?
Customer—
Yes please. I want something for school. May I see the two-piece dresses that were advertised?
Salesperson—
Sure—but there's just some cheap ones left.
Customer—
(Examining dress) Oh, I was really thinking of something heavier.
Salesperson—
This jersey is sleazy. And for winter I 'spose you need something thicker.
Customer—
Yes, that's true.
Salesperson—
Anyway that makes you look so sallow.
Customer—
What else have you?
Salesperson—
That is absolutely all.
Customer—
You mean you have no other woolen dresses at all?
Salesperson—
Oh, we have some one-piece dresses—but you asked for the two-piece.
Customer—
May I see them—something dark.
Salesperson—
They're most browns—sort of dull.
Customer—
(Looking at dresses) How smart!
The collar buttons up. I like this style.
Salesperson—
Too hot when you wear a coat. Here are some gorgeous loud ones. I'll trot them out.
Customer—
But that's orange.
Salesperson—
(Holding it up) Isn't that collegiate looking? Some people can't wear these glaring things. I always say you've got to put on bright colors to make people look at you.
Customer—
Well, I don't like it so well. I really came in for a dark school dress.
Salesperson—
But this would be fine for school.
Customer—
Not today thanks. I'll come in when you have a better selection.

Salesperson—
May I help you?
Customer—
Yes, I want something for school. May I see the two-piece dresses that were advertised?
Salesperson—
Certainly. Will you have a chair? We have some inexpensive jersey ones that are attractive. They are simple but have smart mannish appearance.
Customer—
(Examining them) Oh, I was really thinking of something heavier.
Salesperson—
This jersey is an excellent value. A medium weight material is often more comfortable in a heated room than something heavier.
Customer—
Thats true—but may I see what else you have before I decide?
Salesperson—
Yes indeed. There are no other two-piece models, but we have some clever one-piece dresses especially designed for younger girls.
Customer—
May I see them in dark colors?
Salesperson—
We have them in golden brown and seal brown.
Customer—
Look, the collar buttons up. How smart!
Salesperson—
Yes, this style in the golden brown would be very becoming to you. It goes well with your coat, too.
Salesperson—
I certainly like that style.
Salesperson—
It comes in orange and geranium, also. (Displays them).
Customer—
This orange is pretty, but I really need a dark school dress.
Salesperson—
Perhaps orange is a bit conspicuous for every day wear. The brown will make you a good-looking and serviceable school dress. And with that kick plait, you can wear it for skating.
Customer—
A good idea, and my scarf will brighten it. This dress is going to serve double duty.

Do you ever wish that there were new things to say, and new ways to say them?

Don't you get tired of saying the same thing day after day?

There is a little folder called "A Distinctive Vocabulary" which contains over 300 words that expert salespeople use—and they SELL merchandise.

Get a copy from The Training Department—Look it over.

Check the words that you use every day.

Then check 10 new ones and practice them in your selling tomorrow.

Do the same thing the next day.

Keep checking new words and practicing them until you have at your command a truly "Distinctive Vocabulary."

Here and There About the Store

Miss Mullen of the Children's Glove Department has been wearing a diamond ring on the correct finger. Looks suspicious!

Mary Ochenrider of Children's Underwear spent New Year's Day in Harrisburg. All the joy was taken out of the trip, for on her return she was so unfortunate as to sprain her ankle.

Mrs. Nugent is happy to return to her old home. Toys—"Third Floor, Front."

Welcome, Miss Hobbs, with the Boys' Sweaters. We are happy to have you as our neighbor.

Miss O'Bryan has been placed in charge of Dennison Goods and Favors. She's still a good friend to the department even though she is "so far above our heads" in the balcony.

"E. J." Jr. was a member of the Book Department salesforce during the holidays. He couldn't have chosen a better place for his first experience in "The Big Store."

Members of the Jewelry Department extend their sympathy to Mr. Albright whose brother died recently.

Miss Ott may be one of the June brides. She received a beautiful diamond for Christmas.

Mr. Otto Fritz of Germany was visiting Miss Kiley during the holidays.

Miss Blanch Saylor's most prized gift is an automobile horn. She hopes to receive the automobile next year.

Harry Goodale of the Watch Repair department spent the holidays at his home in Canada. The name suggests just why one would want to go to that country.

Mr. Ed. Wilson, our genial floorman, is a good Irishman and believes in celebrating St. Patrick's Day. He's begun wearing a bright green tie already.

Mr. Woodmansee is leaving the store to go into the coal business with his son. Good luck to him in his new venture.

Have you noticed how Miss Dugan smiles these days? Look at her left hand and you'll see the inspiration of the smile.

Miss Berger, Buyer of Ladies Gowns, received a beautiful fur set from Paris (?) for Christmas. She has put it in fur storage for safe-keeping.

The fitters are a very good-natured congenial group—always having parties. The last party was given by Mrs. Amolia Barrett on her birthday, December 10th. Every body danced and enjoyed the delicious luncheon that was served. In every way, it was a jolly affair.

The engagement of Rose Evelyn Stein to Mr. I. Ostrosky was announced recently at a dinner given by her mother.

The Noisy Observer

Of Second Floor observes. I could suggest many things which the members of the Sporting Goods Department could resolve to do or to refrain from doing in 1926, but if they did resolve, what of their resolutions?

The Bookkeeping Office had its dates mixed and thought Christmas was April 1st. A folded envelope was distributed in the office and when it was opened, it disturbed the whole floor. We suppose they will hang mistle-toe on April Fools' Day.

Poor Miss Pauley! She was trying to reduce and how could she when she received all that candy for Christmas.

Emma Snack and Winifred Darby are the next brides. They received beautiful diamond rings for Christmas.

We all wondered why Elizabeth kept singing "Floating Down the Green River." Then we discovered that her sailor boy was home.

Agnes Simpson's brother certainly is a good sport. Never offered one objection to taking four girls home in his Ford coupe—and all at one time.

Miss Agnes Scheib, formerly one of the Contingents, was married to Mr. William Hoag on December 31. All her friends in the store wish her much happiness.

We know that Agnes has all the utensils for cooking William good meals. The girls who planned the kitchen shower for her didn't forget one item.

The Adoria Beauty Salon looks forward to a big year since they heard of the following New Year's Resolution:

Miss Lola Lardin in the lamp department has firmly resolved to have her hair bobbed this year.

Watch Miss Constantino, Miss Metz, Miss Altenbaugh, Miss Dengel and Miss Henderson follow the leader.

Miss Rose Mantia was quite satisfied with her Christmas presents. The most prized one was a beautiful diamond ring.

Santa Claus visited Pearl Rose a little ahead of time. The sparkler appeared on her left hand two weeks before Christmas.

The New Year was welcomed in many ways. One crowd sought new thrills in a treasure hunt a la 1926. We know that it included Fire Stations and many other exciting points. We didn't hear of anyone landing in the police station.

Mr. Srolovitz of the Boys' Clothing Department celebrated his seventy-fifth birthday, Wednesday, January 6th, by entertaining a party of boys and girls from this department at his home. The group presented him with a beautiful plant. Mr. Srolovitz seemed to enjoy the party enormously and was as active as any of his guests. It's not the number of years but our interests which make us old or young, and from that we'd judge Mr. Srolovitz to be about 25.

Speaking of how to figure ages made us think of Mr. Traubs scheme. He had a birthday recently and declared that his age was 28¼ years, net. Not knowing his exact discount rates, we can't give his "gross" age. He warns those with fewer years to count, not to try his method. "That may put you around 16 or 17 and, you know, no one has any sense at that age."

After all it's a difficult job for the women to outplay the men in this keeping young game.

Transfers and Promotions

Name	Dept.	Position	Dept.	Position
C. F. Barner	132E	Floorman	132AS	Assistant
Sidney Saville	121	Sales	11	Sales
Edw. Cummings	247	Floor Supt.	N. S. Warehouse	Supt.
L. J. Wicht	274E	Floorman	1E	Floorman
Dorothy Stein	73K	Clerk	106	Sales
Ed. Herron	144W	Service Man	144	Sales
C. Cmarda	190H	Stock	135AS	Asst. & Sales
Harry Norton	63	Sales	90	Sales
Anna Pittman	91	Sales	17	Sales
Mrs. F. Leffel	Information	Clerk	17	Sales
Frank Kypta	19E	Floorman	59E	Floorman
U. S Miles	59E	Floorman	138E	Floorman

COURAGE

Courage is but a word, and yet, of words,
The only sentinel of permanence;
The ruddy watch-fire of cold winter days,
We steal its comfort, lift our weary swords,
And on. For faith—without it—has no sense;
And love to wind of doubt and tremor sways;
And life for ever quaking marsh must tread.

Laws give it not, before it prayer will blush,
Hope has it not, nor pride of being true.
'T is the mysterious soul which never yields,
But hales us on and on to breast the rush
Of all the fortunes we shall happen through.
And when Death calls across his shadowy fields—
Dying, it answers: "Here! I am not dead!"

—John Galsworthy.